



FINGER LAKES RUNNERS CLUB
BOARD OF DIRECTORS MEETING

April 9, 2014 5:30pm

170 Roberts Hall, Cornell University

Board members in attendance: Denise Cassaro, Bruce Dunham, Gina Giambattista, Charlie Fay, Melissa Hubisz, Nancy Kleinrock, Alan Lockett, Shelly Marino, Gary McCheyne, Bruce Roebal, Rusty Russell, Steve Shaum, Lorrie Tily, Gerrit Van Loon. Club members in attendance: James Miner, Mickie Sanders-Jauquet

Meeting chaired by Steve Shaum; minutes recorded by Nancy Kleinrock

5:40 Meeting called to order by Steve Shaum acting in Joel's absence

5:41 Review of meeting materials; No revisions to the agenda.

5:42 Review and approval of the March meeting minutes

Gary moved to accept the March 2014 minutes as submitted; motion was seconded and approved.

Previous & Upcoming Races; Current Activities

5:45 – March Track Meet/Family Fun (Rob Kurcoba (*absent*); Bruce)

Bruce reported that Rob is working on dates for the summer and will have them at the May 2014 meeting.

5:50 – Thom Bugliosi Trails (Joel Cisne (*absent*), Shelly Marino *arr. 6:15*)-- DEC approved 52K; 31 reg'd;

Looking to team up with Friends of Hammond Hill for possible service work; volunteer call imminent

Shelly reports Joel speaking with Friends of Hammond Hill and giving Charlie Leonard a complimentary entry for all the wonderful trail work Charlie and Ann do and organize.

Permits, etc., are in place, including DEC approval for the 52K, new this year.

31 total runners have registered as of Apr 9.

Need volunteers to conduct a run-through; the plan is to approach Ian to have the Sat morning "trailish" run be on the Thom B course.

5:55 – Skunk Cabbage Classic (FLRC Board)

What went well? Opportunities for improvement? Thank-you notes? Plans for next year?

Gina: The race came together because of the efforts of the entire board. Gina offered many thanks to Lorrie for her previous years' preparations, and also appreciated the considerable guidance from many parties to bring the 2014 race into being. Alan and Joel were equally invaluable in this regard. Thanks also to Gary and Rusty for doing equipment, marking the course, and clearing everything away after the race, including water stops.

More thoughts:

Working with Pat Leone was great, and staggered start worked well for Pat.

Gina would like to make better use of the website in the future.

Runners provided generally positive feedback.

800 registered; 624 runners (although Leone Timing website lists 697 total runners); numbers were down considerably from recent years.

There were several other local races, which likely impacted our numbers.

Jim noted that it was a lousy winter to train.

Number of participants and volunteers were also likely negatively affected by the race taking place during Cornell's spring break this year.

The half marathon distance is becoming increasingly popular, as reflected in Skunk Cabbage 2014 having twice as many HM'ers as 10K'ers.

Gina will look at the pricing structure going forward, perhaps charging more for entry.

Gina wasn't quite sure what to expect in terms of race day registrants; only got 80, but were expecting ~150, making for considerable leftover food, which she took to Loaves and Fishes.

Gina looks forward to having conversations going forward to consider if/how to grow the race in the future, or to just have it be the best it can be.

2015 date and associated planning:

Gerrit noted that it is good to have race date out there by the first of the year at the very latest to help when people are planning their personal race calendars.

Lorrie noted that now is the time to reserve facilities for next year.
Charlie noted that really need to consider whether want to do any road closings for next year, and if so now is the time to initiate it.
Lorrie noted the benefit of getting paper entries out around town and in nearby cities as advertisement for the race.

Safety issue:

Special consideration was given to Amelia to permit her to participate and complete the race. She was significantly behind all others, finishing the 10K in ~3:30; perhaps in the future, she should wear a fluorescent vest to increase her visibility; the ham radio folks provided sweep services.

Water:

Shelly noted that someone mentioned that there was no water at the finish line, although others confirmed that there was.

Committee Reports

6:10 Finances – Sophia Darling (*absent*)

Sophia did not produce a financial report yet, but expects to have it available Apr 10.

Suzanne will follow up with Sophia about providing help with treasurer duties by hiring a paid assistant. However, Sophia needs to specify what assistance would be helpful; i.e., which high-time-commitment activities would be best to outsource.

6:15 Membership – Melissa Hubisz

Number of club members: family, 195, individual 195, 27 life members: total: 417. These numbers do not include some new registrants acquired through Skunk Cabbage—forms are in Gina's possession—nor team registrations that Gary has.

6:20 News & Outreach

-Community Grants (Joel (*absent*); *pending*)

-Race Entry Donations (Joel) – *To help a Law School charity auction, some FLRC races are donating complementary entries; two entries made it for Skunk, other entries pending return.*

-An ESPN representative will appear at next month's meeting

-Gary has everything coming together for Yassine Diboun's clinic and will begin advertising soon. The program: The club is inviting Yassine Diboun and his business partner Willy McBride to come from Oregon do a series of six clinics, including a variety of programs, during the week leading up to Cayuga 50, i.e., last week of May.

Suggestions were made for Gary to send info (JPEG and poster) to Fleet Feet Syracuse and to contact Medved (Mort Nace); also Ultrarunning Matters and Triple Cities; should have a month of advertising.

-New race: a 5K in conjunction with Downtown Business Alliance. This will be discussed at next Ithaca Common Council meeting.

6:25 Marketing & Programming

6:25 Web Presence – Maria Costanzo (*absent*)

The Wordpress person has not yet gotten around to fixing the slowness of the website, but hopefully will be available this week to do so.

6:25 Equipment – Gary McCheyne

Gary requested all RDs to let him know their equipment needs two weeks before each race.

The mile-10 marker has gone missing; to replace it, Gary should contact Voss in Syracuse.

Some ideas were batted around about purchasing a prominent finish line structure.

Gary has registered for a larger storage unit when it comes available.

6:30 Scholarship – Lorrie Tily

Applications are all in, having sent out 50 letters to coaches and guidance counselors. The committee plans to meet Apr 21 or 23 to discuss the 17, very impressive applicants. Lorrie noted that the committee is likely to approach the board to approve more funds.

To preempt that, Gary moved that the Board authorize the Scholarship Committee to allocate up to \$3000 total in scholarships for 2014. The motion was seconded.

Discussion: Last year saw 30 applicants, but generally there are roughly 20, and they're coming from all over the area.

The motion carried with one abstention.

6:40 Other Vice President's Business

- :05 Trails – *vacant*; President seeks Board input on appointment
 - Jim Miner is volunteering to take on this role
 - Lorrie expressed concerns.
 - Anyone with additional comments should contact Joel
- :05 Road – Charlie Fay

- :05 Track – Rob Kurcoba

6:45 Old Business:

6:45 New Business:

Discussion on insurance: It would be nice to contract with an insurer that permits FLRC to get all insurance in a lump, instead of on a race-by-race basis, and would also be nice to renew on a multiyear basis or at least insure on a calendar year basis.

Charlie will explore options, notably USATF and RRCA's offerings.

Lorrie will look into what Triple Cities and Syracuse Track Club do for insurance.

Bruce moved to adjourn 6:50; seconded. Concluded.

Next Board Meeting: 14th of May, 2014